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DECISION ON SETTING UP A MOTION-PICTURE NETWORK
AND THE MOTION-PICTURE INDUSTRY IN CHINA

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Peiping, 12 Jan 1954

[Summary: The following report gives in full a decision of the Government Administration Council, adopted on 24 December 1953, that calls for the establishment of a national motion-picture network, the setting up of plants for the manufacture of projection equipment and photographic film, and the training of personnel. A general outline of the organization and administration of the proposed network is described in the directive.]

To gear motion pictures to the demands of national economic and cultural construction, to enable them to play a greater role in the education of the masses, and to satisfy the constantly growing cultural needs of the masses, there must be a planned and orderly development of motion-picture projection activities, so that gradually there will be established a nation-wide motion-picture network. During the past 4 years there has been a rapid development in the production of motion pictures and an increase in attendance. The number of projection units throughout the country is still small. Distribution of pictures is uneven; in many places no motion pictures are shown. The cultural offices that manage the projection units are lacking in leadership and command.

Producers and distributors have been unable to guarantee a supply of film and the proper distribution of films. At the same time, they do not select films according to the needs of various audiences. The qualifications of the projection unit officials and the projection technicians are not what they should be.

The following measures have been adopted to strengthen the production and showing of motion pictures, to stabilize the establishment of a national motion-picture network, and to gradually establish a motion-picture industry.

1. The industrial and mining areas must be the first localities for the establishment of the motion-picture network and the rural areas will be later. Local needs must be seriously considered as each place will be different. In general, a 4-year plan should be developed for individual districts. Existing units should be reorganized and consolidated.
2. The control over motion pictures must be increased and the desired efficiency of the projector units must be developed. The Motion-Picture Bureau of the Ministry of Culture must strengthen all administrative agencies concerned with motion pictures, draft technical regulations, and raise the quality of the projection units.

Each provincial and municipal cultural office of the people's government must increase or establish special organizations and special personnel to direct the motion-picture projection units and must provide development and management plans to fit local conditions in the entire area.

The provincial cultural office must administer the work of the mobile motion-picture teams for the entire area, schedule the activities of the motion-picture team, transfer direct leadership to the special area and hsien cultural offices, wherever this is practicable, arrange the workday and the work regulations of the motion-picture team, examine and guide the work of the motion-picture team, fix the periods of rotating instruction for motion-picture personnel, and in special areas and hsien, increase regular ideological training.

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The municipal cultural office must manage the theaters.

To assure the maintenance and supply of equipment for projection units each administrative area must establish a repair and replacement plant and each province must establish a repair station and periodically promote repair work.

Motion-picture projection units in all classes of trade unions, must establish special self-administered agencies whose development and administrative plans are in accordance with the governmental regulations issued by the cultural offices.

The projection teams of the military units will be administered by the People's Liberation Army.

3. The distribution of films must be revised and expanded. Under the China Motion-Picture Distribution Company, the provincial distribution agencies must be strengthened and revised. This is necessary in order to develop motion pictures as an enterprise, to guarantee the supply to each projection team and motion-picture theater of essential film, to select the films according to varying popular needs, especially producing those films for peasants which must be popular and easily comprehended; to enforce and examine regulations, and to formulate the purpose of each motion picture. Propaganda can also be increased. Propaganda materials must be supplied especially to the projection teams in the rural areas.

4. The motion-picture projector teams must gradually adopt good management methods so that government subsidies can be gradually reduced each year. In the border areas, minority areas, and areas with limited communications, operating conditions must be stabilized gradually.

Film distributing agencies and state-operated theaters must adopt a business-like organization, and improve administrative regulations. In the future the film industry not only will be self-sufficient, but should even turn in a surplus.

5. To supply projection equipment to develop projection enterprises, projection equipment must be standardized gradually on a nation-wide basis. To raise the quality of projecting techniques and to equip all sections with projectors, the projector manufacturing industry must be strengthened. Within 2 years the expansion of the two present projector plants ought to be completed. They will be able to produce many models, both large and small. They can produce a maximum of 280 pieces of equipment for the large models and 2,500 pieces for the small models. Other industrial components are keeping up the production of essential electrical equipment to fill the needs of the projection teams. The supply of sound equipment and essential accessory equipment will also be enlarged.

6. To supply a large quantity of film to the projection units, the present manual methods of developing and printing film must be changed to mechanical developing and printing methods. Within 2 to 3 years one modern developing and printing plant must be completed. Each year, these plants will develop and print sufficient film to fill the demands of the entire nation.

7. To acquire a supply of photographic film that will guarantee the needs of motion-picture production, a photographic film manufacturing plant must be established and completed within 5 years. This plant will provide a large quantity of usable black and white strip film. Then production can be increased and color film can be manufactured.

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Therefore, the Ministry of Higher Education and the industrial enterprises concerned must assist the Motion Picture Bureau of the Ministry of Culture in recruiting and training technical personnel in the mechanical and engineering phases of the motion-picture industry.

8. To meet the requirements of the motion-picture enterprise, trained projection personnel must be enlisted from the young intellectuals of the worker-peasant elements. Each administrative area, province, and municipality should have training classes in administrative methods for projection personnel. Motion-picture schools must undertake the responsibility of training teachers to fulfill the above duty.

In addition, there must be rotated training for the present projection personnel to enable them to complete their technical experience. Thus, there will be an abundance of zealous projection personnel as well as propaganda personnel of adequate political level.

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